GOVERNMENT OF NEWFOUNDLAND AND LABRADOR

Highway Planning and Research
Department of Transportation & Communications
St. John's, Newfoundland

DEPARTMENT OF TRANSPORTATION

RESEARCH REPORT NO. 16

RESULTS SEAT BELT SURVEY

MARCH 29, 1982

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Planning & Research
March 1982

SUMMARY

This month's Seat Belt Survey Report, Research Report No. 16, was conducted on March 29, 1982, which showed a Provincial Average wearing rate of 16.7%, which is up from last month's wearing rate of 14.6%. The percentage of child seats was 3.2% up from last month's 1.6%. A total of 1,919 vehicles were surveyed, which is also up from last month.

In the period between February 17 and March 29 the public education program continued giving classroom lectures and slide/film presentations to elementary and high school students and their teachers. In addition, guest appearances at community centres across the Island were made upon request. During this period there were two weeks of television and radio advertising and three weeks of newspaper advertising with two insertions per week.

Table 1 indicates that of the 1,919 drivers surveyed on March 29 some 16.7% evidenced use of a shoulder harness. Younger drivers appear the most serious about seat belt use.

In the urban area, Table 2, seat belt use is 10.0%. Female drivers appear the most serious about seat belt use.

On the highway, Table 3, seat belt use is 39.9% down from 46.7% in February. Younger drivers appear the most serious about seat belt use.

SPECIFIC SURVEYS

1. Foxtrap Access to Trans Canada Highway, 07:30 to 08:30, R. Pottle. The March survey, Table 4, indicates a decrease in seat belt use to 43.3% from the 51.1% recorded in February. At this location younger drivers are more serious regarding seat belt use.

2. Roaches Line Access to Trans Canada Highway, 07:00 to 08:00, G. Jerrett. The March survey, Table 5, indicates a decrease in seat belt use to 33.8% from the February value of 37.8%. Female drivers are more serious regarding seat belt use.

3. Harbour Arterial Ramp to Water Street, 08:30 to 09:30, B. Hillier. Data shown on Table 6 reveal a March increase in seat belt use to 42.3% from the February value of 37.7%. Female drivers appear to be more serious than male drivers about seat belt use. Table 7 permits a comparison of the two locations accessing the Trans Canada Highway, averaging a seat belt use rate of 38.5%, with the data for the Harbour Arterial.

4. Village Mall, 10:00 to 11:00, J. Barnes. The March survey, Table 8, indicates no change in seat belt use. February and March both recorded a seat belt wearing rate of 6.6%. Female drivers are more serious about seat belt use.

5. Hotel Newfoundland, 08:30 to 09:30, D. Shea. The March survey, Table 9, indicates a decrease in seat belt use to 13.8% from the February value of 14.5%. Female drivers are more serious about seat belt use than are male drivers at this location.

6. Avalon Mall, 12:00 to 13:00, J. Barnes. The March survey, Table 10, indicates a decrease in seat belt use to 6.7% from the February value of 8.3%. Female drivers are more serious than male drivers regarding seat belt use.

7. Atlantic Place, 08:30 to 09:30 and 16:00 to 17:00, T. Beckett. The entrance, Table 11, has increased to 19.1% in March from a February seat belt wearing rate of 13.3%. The exit, Table 12, has decreased to 11.7% from the February value of 14.0%. Younger drivers and females are more serious about seat belt use.

8. Janeway Hospital, 14:00 to 15:00, J. Barnes. The March survey, Table 13, indicates a decrease in seat belt use to 5.4% from the February value of 11.1%. Female drivers are more serious about seat belt use at this location.

9. Bay Roberts Mall, 14:00 to 15:00, G. Jerrett. The March survey, Table 14, in this rural community indicates an increase in seat belt use to 7.6% from the February value of 5.0%. This rate is much lower than the average of the St. John's locations shown on Table 15 as 10.4%.

STATISTICAL TABLES

March 29, 1982

Note: Statistical Tables for the months December, January and February can be obtained upon request.

PROVINCIAL AVERAGE

Table 1
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	28	36	64
25-44	138	65	203
45-64	44	9	53
65+	-	1	1
TOTAL	210	111	321

Child Seats = 10

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	154	91	245
25-44	614	310	924
45-64	320	80	400
65+	26	3	29
TOTAL	1,114	484	1,598

Child Seats = 52

WEARING PERCENTAGE

	Male	Female	Total
16-24	15.3	28.3	20.7
25-44	18.3	17.3	18.0
45-64	12.0	10.1	11.6
65+	0.0	25.0	3.3
TOTAL	15.8	18.6	16.7

% Child Seats = 3.2%

URBAN AVERAGE

Table 2
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	7	10	17
25-44	56	43	99
45-64	24	8	32
65+	-	1	1
TOTAL	87	62	149

Child Seats = 6

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	118	74	192
25-44	498	275	773
45-64	269	77	346
65+	25	3	28
TOTAL	910	429	1,339

Child Seats = 38

WEARING PERCENTAGE

	Male	Female	Total
16-24	5.6	11.9	8.1
25-44	10.1	13.5	11.3
45-64	8.1	9.4	8.4
65+	0.0	25.0	3.4
TOTAL	8.7	12.6	10.0

% Child Seats = 2.9%

HIGHWAY AVERAGE

Table 3
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

Child Seats = 4

	Male	Female	Total
16-24	21	26	47
25-44	82	22	104
45-64	20	1	21
65+	-	-	-
TOTAL	123	49	172

NOT USING SHOULDER HARNESS

Child Seats = 14

	Male	Female	Total
16-24	36	17	53
25-44	116	35	151
45-64	51	3	54
65+	1	-	1
TOTAL	204	55	259

WEARING PERCENTAGE

% Child Seats = 4.1%

	Male	Female	Total
16-24	36.8	60.4	47.0
25-44	41.4	38.5	40.7
45-64	28.1	25.0	28.0
65+	0.0	-	0.0
TOTAL	37.6	47.1	39.9

FOXTRAP ACCESS TO TCH, 07:30 - 08:30

Table 4
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	6	5	11
25-44	35	11	46
45-64	1	1	2
65+	-	-	-
TOTAL	42	17	59

Child Seats = 1

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	7	4	11
25-44	40	15	55
45-64	8	2	10
65+	1	-	1
TOTAL	56	21	77

Child Seats = 2

WEARING PERCENTAGE

	Male	Female	Total
16-24	46.1	55.5	50.0
25-44	46.6	42.3	45.5
45-64	11.1	33.3	16.6
65+	0.0	-	0.0
TOTAL	42.8	44.7	43.3

% Child Seats = 2.2%

ROACHES LINE ACCESS TO TCH, 07:00 - 08:00

Table 5
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	1	5	6
25-44	22	2	24
45-64	17	-	17
65+	-	-	-
TOTAL	40	7	47

Child Seats = 0

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	5	3	8
25-44	40	6	46
45-64	37	1	38
65+	-	-	-
TOTAL	82	10	92

Child Seats = 0

WEARING PERCENTAGE

	Male	Female	Total
16-24	16.6	62.5	42.8
25-44	35.4	25.0	34.2
45-64	31.4	0.0	30.9
65+	-	-	-
TOTAL	32.7	41.1	33.8

% Child Seats = 0.0%

HARBOUR ARTERIAL RAMP TO WATER ST., 08:30 - 09:30 Table 6
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	14	16	30
25-44	25	9	34
45-64	2	-	2
65+	-	-	-
TOTAL	41	25	66

Child Seats = 3

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	24	10	34
25-44	36	14	50
45-64	6	-	6
65+	-	-	-
TOTAL	66	24	90

Child Seats = 12

WEARING PERCENTAGE

	Male	Female	Total
16-24	36.8	61.5	46.8
25-44	40.9	39.1	40.4
45-64	25.0	-	25.0
65+	-	-	-
TOTAL	38.3	51.0	42.3

% Child Seats = 9.6%

ACCESSING TRANS CANADA HIGHWAY

Table 7
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	7	10	17
25-44	57	13	70
45-64	18	1	19
65+	-	-	-
TOTAL	82	24	106

Child Seats = 1

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	12	7	19
25-44	80	21	101
45-64	45	3	48
65+	1	-	1
TOTAL	138	31	169

Child Seats = 2

WEARING PERCENTAGE

	Male	Female	Total
16-24	36.8	58.8	47.2
25-44	41.6	38.2	40.9
45-64	28.5	25.0	28.3
65+	0.0	-	0.0
TOTAL	37.2	43.6	38.5

% Child Seats = 1.0%

VILLAGE MALL EXIT, 10:00 - 11:00

Table 8
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	-	1	1
25-44	2	3	5
45-64	4	2	6
65+	-	-	-
TOTAL	6	6	12

Child Seats = 0

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	5	5	10
25-44	37	44	81
45-64	54	23	77
65+	-	-	-
TOTAL	96	72	168

Child Seats = 5

WEARING PERCENTAGE

	Male	Female	Total
16-24	0.0	16.6	9.6
25-44	5.1	6.3	5.8
45-64	6.8	8.0	7.2
65+	-	-	-
TOTAL	5.8	7.6	6.6

% Child Seats = 2.7%

HOTEL NEWFOUNDLAND, 08:30 - 09:30

Table 9
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	3	5	8
25-44	13	15	28
45-64	5	2	7
65+	-	-	-
TOTAL	21	22	43

Child Seats = 1

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	24	6	30
25-44	140	57	197
45-64	30	9	39
65+	-	1	1
TOTAL	194	73	267

Child Seats = 3

WEARING PERCENTAGE

	Male	Female	Total
16-24	11.1	45.4	21.0
25-44	8.4	20.8	12.4
45-64	14.2	18.1	15.2
65+	-	0.0	0.0
TOTAL	9.7	23.1	13.8

% Child Seats = 1.2%

AVALON MALL, 12:00 - 13:00

Table 10
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	-	1	1
25-44	3	8	11
45-64	3	1	4
65+	-	-	-
TOTAL	6	10	16

Child Seats = 0

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	23	21	44
25-44	67	46	113
45-64	53	10	63
65+	2	-	2
TOTAL	145	77	222

Child Seats = 5

WEARING PERCENTAGE

	Male	Female	Total
16-24	0.0	4.5	2.2
25-44	4.2	14.8	8.8
45-64	5.3	9.0	5.9
65+	0.0	-	0.0
TOTAL	3.9	11.4	6.7

% Child Seats = 2.1%

ATLANTIC PLACE ENTRANCE, 08:30 - 09:30

Table 11
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	2	3	5
25-44	23	3	26
45-64	2	1	3
65+	-	-	-
TOTAL	27	7	34

Child Seats = 4

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	9	10	19
25-44	71	32	103
45-64	15	7	22
65+	-	-	-
TOTAL	95	49	144

Child Seats = 9

WEARING PERCENTAGE

	Male	Female	Total
16-24	18.2	23.1	20.8
25-44	24.5	8.6	20.2
45-64	11.8	12.5	12.0
65+	-	-	-
TOTAL	22.1	12.5	19.1

% Child Seats = 7.3%

ATLANTIC PLACE EXIT, 16:00 - 17:00

Table 12
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	1	-	1
25-44	6	5	11
45-64	1	-	1
65+	-	1	1
TOTAL	8	6	14

Child Seats = 1

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	10	4	14
25-44	47	25	72
45-64	15	2	17
65+	3	-	3
TOTAL	75	31	106

Child Seats = 4

WEARING PERCENTAGE

	Male	Female	Total
16-24	9.1	0.0	6.7
25-44	11.3	16.7	13.3
45-64	6.3	0.0	5.6
65+	0.0	100.0	25.0
TOTAL	9.6	16.2	11.7

% Child Seats = 4.2%

JANEWAY HOSPITAL, 14:00 - 15:00

Table 13
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	-	-	-
25-44	3	7	10
45-64	2	1	3
65+	-	-	-
TOTAL	5	8	13

Child Seats = 0

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	29	10	39
25-44	90	37	127
45-64	47	14	61
65+	-	-	-
TOTAL	166	61	227

Child Seats = 11

WEARING PERCENTAGE

	Male	Female	Total
16-24	0.0	0.0	0.0
25-44	3.2	15.9	7.2
45-64	4.0	6.6	4.6
65+	-	-	-
TOTAL	2.9	11.5	5.4

% Child Seats = 4.5%

BAY ROBERTS MALL, 14:00 - 15:00

Table 14
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

	Male	Female	Total
16-24	1	-	1
25-44	6	2	8
45-64	7	1	8
65+	-	-	-
TOTAL	14	3	17

Child Seats = 0

NOT USING SHOULDER HARNESS

	Male	Female	Total
16-24	18	18	36
25-44	46	34	80
45-64	55	12	67
65+	20	2	22
TOTAL	139	66	205

Child Seats = 1

WEARING PERCENTAGE

	Male	Female	Total
16-24	5.2	0.0	2.7
25-44	11.5	5.5	9.0
45-64	11.2	7.6	10.6
65+	0.0	0.0	0.0
TOTAL	9.1	4.3	7.6

% Child Seats = .4%

ST. JOHN'S AVERAGE

Table 15
March 29, 1982

SHOWING USE OF SHOULDER HARNESS

Child Seats = 6

	Male	Female	Total
16-24	6	10	16
25-44	50	41	91
45-64	17	7	24
65+	-	1	1
TOTAL	73	59	132

NOT USING SHOULDER HARNESS

Child Seats = 37

	Male	Female	Total
16-24	100	56	156
25-44	452	241	693
45-64	214	65	279
65+	5	1	6
TOTAL	771	363	1,134

WEARING PERCENTAGE

% Child Seats = 3.3%

	Male	Female	Total
16-24	5.6	15.1	9.3
25-44	9.9	14.5	11.6
45-64	7.3	9.7	7.9
65+	0.0	50.0	14.2
TOTAL	8.6	13.9	10.4

RESEARCH REPORTS

1.	Highway Pavement Markings	79 01
2.	Studded Tires	79 08
3.	Longitudinal Pavement Markings	79 10
4.	Results Seat Belt Survey	80 01
5.	Evaluation of Non-Coning Traffic Paint	80 02
6.	Salt Spreading Techniques	80 04
7.	Extra Provincial Truck Licencing Revenues	80 11
8.	A Discussion on the Methodology to Determine Environmental Guidelines for Highway Construction	80 12
9.	Evaluation of Snowplowable Raised Reflective Pavement Markers	81 06
10.	Results Seat Belt Survey 1981 06 17	81 06
11.	Results Seat Belt Survey 1981 07 17	81 07
12.	Results Seat Belt Survey 1981 08 21	81 08
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POOR

QUALITY

ORIGINAL